

# Male Grooming Products Market in Europe 2021

<https://marketpublishers.com/r/MA3B27A6F1EFEN.html>

Date: January 2022

Pages: 16

Price: US\$ 1,550.00 (Single User License)

ID: MA3B27A6F1EFEN

## Abstracts

Grooming products help individuals to maintain their overall hygiene and physical appearance. A study by StrategyHelix indicates that the male grooming products market in Europe is expected to increase by US\$ 3,327 million from 2021 to 2027, garnering a CAGR of 2.8% during the forecast period. Rising consumer disposable income, increasing consciousness among male consumers about personal wellness and appearance, increasing product availability and retail outlet, growing awareness about the importance of overall body grooming and society's influence towards aesthetically appealing looks are expected to boost the market growth in the coming years.

The report provides up-to-date market size data for period 2017-2020 and forecast to 2027 covering key market aspects like sales value for male grooming products. The Europe male grooming products market is segmented on the basis of price range, product, distribution channel, and country. Based on price range, the male grooming products market in Europe is categorized into prestige product, mass product. The mass product segment held the largest share of the Europe male grooming products market in 2020 and is anticipated to hold its share during the forecast period. On the basis of product, the male grooming products market in Europe has been segmented into shaving products, razors & blades, toiletries, fragrances. In Europe, the toiletries segment made up the largest share of the male grooming products market. By distribution channel, the male grooming products market in Europe has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others. In terms of geography, the male grooming products market in Europe has been segmented into France, Germany, Italy, Netherlands, Poland, Russia, Spain, Sweden, Switzerland, United Kingdom.

The male toiletries market is further segmented into bath & shower, deodorants, hair care, and skin care. In 2020, the deodorants segment made up the largest share of revenue generated by the male grooming products market.

The Europe male grooming products market is highly competitive. The key players in the male grooming products market include Beiersdorf AG, Coty Inc., L'Oreal S.A., LVMH Moët Hennessy Louis Vuitton SA (LVMH), Natura & Co, PUIG SL, The Procter & Gamble Company, Unilever PLC.

#### Report Scope

Price range: prestige product, mass product

Product: shaving products, razors & blades, toiletries, fragrances

Distribution channel: supermarkets & hypermarkets, specialty stores, online retailing, others

Country: France, Germany, Italy, Netherlands, Poland, Russia, Spain, Sweden, Switzerland, United Kingdom

Years considered: this report covers the period 2017 to 2027

#### Key Benefits for Stakeholders

Get a comprehensive picture of the Europe male grooming products market

Identify regional strategies and strategic priorities on the basis of local data

Pinpoint growth sectors and trends for investment

## Contents

### **PART 1. INTRODUCTION**

Scope of the study  
Study period  
Geographical scope  
Research methodology

### **PART 2. MALE GROOMING PRODUCTS MARKET OVERVIEW**

### **PART 3. MARKET BREAKDOWN BY PRICE RANGE**

Prestige product  
Mass product

### **PART 4. MARKET BREAKDOWN BY PRODUCT**

Shaving products  
Razors & blades  
Toiletries  
Fragrances

### **PART 5. MARKET BREAKDOWN BY DISTRIBUTION CHANNEL**

Supermarkets & hypermarkets  
Specialty stores  
Online retailing  
Others

### **PART 6. MARKET BREAKDOWN BY COUNTRY**

France  
Germany  
Italy  
Netherlands  
Poland  
Russia  
Spain

Sweden  
Switzerland  
United Kingdom

## **PART 7. KEY COMPANIES**

Beiersdorf AG  
Coty Inc.  
L'Oreal S.A.  
LVMH Moet Hennessy Louis Vuitton SA (LVMH)  
Natura & Co  
PUIG SL  
The Procter & Gamble Company  
Unilever PLC  
About StrategyHelix  
Disclaimer

## I would like to order

Product name: Male Grooming Products Market in Europe 2021

Product link: <https://marketpublishers.com/r/MA3B27A6F1EFEN.html>

Price: US\$ 1,550.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/MA3B27A6F1EFEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970